

**WHAT IS CLAIMED IS:**

1. An integrated goods and online services vending machine comprising;

an indication module for displaying items and services list and receiving a request by a customer's selection;

an advertisement module for displaying various advertisements;

a card settlement unit for identifying customer's card and charging the card as much as the customer requests; and

an electronic control unit (ECU) for integrally controlling the indication module, the advertisement module, and the card settlement unit 130,

wherein the ECU requests settlement permission from an authentication organization via public network on the basis of information from the card settlement unit and executes the service request inputted through the indication module if the authentication organization permits a present settlement.

2. The integrated goods and online service vending machine of claim 1 wherein the indication module comprises:

an image display for displaying menus of items, banking services, and internet services; and

a touch screen for receiving a request by the customer selection.

3. The integrated goods and online service vending machine of claim 1 wherein the card settlement unit comprises:

an identification module for identifying a proposed card and reading information stored in the card; a card charger for charging the card with as much as the customer requests; and

a report module for outputting a transaction report.

4. The integrated goods and online service vending machine of claim 1 further comprises an image processing module 150 for processing multimedia e-mail and monitoring surroundings of the vending machine.

5 5. The integrated goods and online service vending machine of claim 1 further comprises a cash inlet/outlet module for receiving coins and bills and returning changes.

6. The integrated goods and online service vending machine of claim 1 wherein the ECU supports electronic business and reservation service using the public network.

7. The integrated goods and online service vending machine of claim 1 further comprises a document printing module for printing civil affair documents under control of the ECU.

10 8. The integrated goods and online service vending machine of claim 1 further comprises an audio output module 160 for outputting sounds according to a control signal from the ECU.

9. The integrated goods and online service vending machine of claim 1 further comprises a wireless communication module for supporting local wireless communication.

20 10. The integrated goods and online service vending machine of claim 9 wherein the wireless communication module uses Bluetooth standard.

11. The integrated goods and online service vending machine of claim 9 wherein the wireless communication module uses Infrared Data Association (IrDA) standard.

12. The integrated goods and online service vending machine of claim 1 wherein the advertisement module comprises:

at least one or more advertisement board(s) each having a shape of polygonal column;

at least one or more rotary shaft penetrating corresponding advertisement boards in longitudinal direction and fixed therein;

a pair of support plates each arranged in upper and lower portion of the rotary shafts for rotationally supporting the rotary shafts;

gears correspondingly mounted at upper ends of the rotary shafts;

a driving belt engaged with the gears for transferring driving force to the gears;

a motor connected to a lower end of one of the rotary shafts for rotating the rotary shafts; and

an actuator electrically connected to the motor for actuating the motor according to a control signal from the ECU.

13. The integrated goods and online service vending machine of claim 1 wherein the advertisement module is a Plasma Display Panel (PDA) or a Light Emitting Diode (LED) display board.

14. The integrated goods and online service vending machine of claim 1 wherein the ECU comprises:

a communication module for controlling the online communication and local wireless communication;

an advertisement control module for changing the advertisement in a predetermined time interval;

a settlement control module for identifying the credit card and for requesting settlement permission from the authentication organization through the public network or appreciating amount of money deposit in the cash inlet/outlet module so as to provide services requested by the customer; and

a selling module for dispensing goods according to a signal from the settlement control module.

15. The integrated goods and online service vending machine of claim 13 wherein the ECU comprises:

a communication module for controlling the online communication and local wireless communication;

an advertisement control module for changing the advertisement in a predetermined time interval;

a settlement control module for identifying the credit card and for requesting settlement permission from the authentication organization through the public network or appreciating amount of money deposit in the cash inlet/outlet module so as to provide services requested by the customer; and

a selling module for dispensing goods according to a signal from the settlement control module.

16. The integrated goods and online service vending machine of claim 14 wherein the multimedia advertisements from a remote terminal through the public network are displayed on the indication module and the advertisement module under control of the ECU.

17. The integrated goods and online service vending machine of claim 14 wherein the ECU further comprises a remote management module 145 for

transmits information on inventory, sales data, and operation status of the vending machine to the remote operator's terminal in response to a terminal request.